WHAT IS CLAIMED IS:

1. A white balance picture correction process, comprising the steps of:

determining a white balance digital camera processing setting for a picture taking venue at a visit to the venue;

saving the setting for the venue; and

correcting pictures taken at a subsequent visit to the venue with the saved setting.

2. A process as recited in claim 1, wherein said determining step uses a white balance reference card in a scene of the venue.

3. A process as recited in claim 1, wherein said saving step comprises assigning an identifier to the setting.

4. A process as recited in claim 3, wherein said identifier comprises a file name.

5. A process, comprising the steps of:

determining a white balance digital camera processing setting for a picture taking venue at a visit thereto;

saving the setting for the venue in a file using a file name; and

correcting pictures taken at a subsequent visit to the venue with the saved setting.

6. A process as recited in claim 5, wherein said saving step comprises storing the setting in a removable, non-volatile memory.

7. A process as recited in claim 5, wherein said determining step is performed in a digital camera.

8. A process as recited in claim 7, wherein said correcting step is performed in a digital camera.

9. A process as recited in claim 7, wherein said correcting step is performed contemporaneous with taking of the pictures at the venue.

10. A process as recited in claim 5, wherein settings are saved for plural venues.

11. A process as recited in claim 10, wherein said correcting step is performed for subsequent visits to the venues.

12. A process as recited in claim 5, wherein said setting further comprises, an image sharpness setting, a contrast setting and a colorfulness setting.

13. A process as recited in claim 5, wherein the setting further comprises a color correction matrix.

14. A process, comprising the steps of:
determining a white balance digital camera processing setting for a picture taking venue at a visit thereto using a white balance reference card positioned in a venue scene;
saving the setting for the venue; and
correcting pictures taken at a subsequent visit to the venue with the saved setting.

15. A process, comprising the steps of:
determining an image processing setting for a picture taking venue; and

saving the setting for the venue.

16. A process as recited in claim 15, wherein said setting comprises a white balance setting.

17. A process as recited in claim 15, wherein said setting comprises an image sharpness setting.

18. A process as recited in claim 15, wherein said setting comprises an image contrast setting.

19. A process as recited in claim 15, wherein said setting comprises an image colorfulness setting.

20. A process as recited in claim 15, wherein said setting comprises one of an image white balance setting, an image sharpness setting, a contrast setting and a colorfulness setting.

21. A process, comprising the steps of:

determining, in a digital camera, image processing settings for picture taking venues during initial visits to the venues using a reference card placed in a scene at the venues;

assigning a file name identifiers to the settings;

saving the settings in a removable, non-volatile memory using the file name identifiers where the setting comprises an image white balance setting, an image sharpness setting, a contrast setting and a colorfulness setting; and

correcting pictures taken at the venues in subsequent visits to the venues, in the digital camera, with the saved settings contemporaneous with taking of the pictures at the venue.

22. An apparatus, comprising:

a system obtaining a white balance setting for a venue; and

a storage storing the white balance setting for the venue.

23. An apparatus as recited in claim 22, wherein said system comprises a digital camera.

24. An apparatus as recited in claim 23, wherein said digital camera corrects pictures taken using the setting.

25. An apparatus as recited in claim 23, wherein said digital camera obtains the white balance setting by capturing an image including a white balance reference and determines the white balance setting.

26. An apparatus as recited in claim 22, wherein said storage comprises a removable, non-volatile memory.

27. A computer readable storage controlling a computer controlled digital camera via a white balance setting and a file name corresponding to the white balance setting.

28. A digital still camera, comprising:

a sensor capturing images in an initial visit to a venue and a subsequent visit to the venue;

a lens for imaging light onto the sensor;

a white balance determination processing unit determining a white balance correction value from a captured image of the initial visit;

a memory storing the white balance correction value from the initial visit; and

a white balance correction processing unit applying the white balance correction value to the captured image of the subsequent visit producing a white balance corrected image.

29. A digital still camera, comprising:

a sensor capturing images;

a lens for imaging light onto the sensor;

a white balance determination processing unit determining white balance correction values from the captured images;

a memory storing a plurality of the white balance correction values;

a selector choosing one of the plurality of white balance correction values; and

a white balance correction processing unit applying a selected one of the white balance correction values to a plurality of captured images producing white balance corrected images.

30. A camera as recited in claim 29, wherein the memory comprises a non-volatile removable memory card that can be used to transfer correction values to other devices.

31. A camera as recited in claim 29, wherein the camera comprises a user interface for naming the plurality of white balance correction values and for selecting from among a plurality of named white balance correction values.

32. A digital still camera, comprising:

a sensor capturing images;

a lens for imaging light onto the sensor;

a memory storing a plurality of the white balance correction values;

a selector operable by a user in choosing one of the plurality of white balance correction values; and

a white balance correction processing unit applying a selected one of the white balance correction values to a plurality of captured images producing white balance corrected images.